

IN THE CLAIMS:

Claims 1-24 cancelled.

1 25. (New) A pressure sensitive label for application to a battery having a cylindrical
2 case with opposite end caps, said label having a first dimension measured between side edges
3 and a second dimension measured between end edges, said first dimension being such as to
4 accommodate the wrapping of said label around the cylindrical case of said battery with the side
5 edges of said label in an overlapping relationship, said second dimension being such as to
6 accommodate the overlapping of the end caps of said battery by the end edges of said label, said
7 label being heat shrinkable in only the first dimension, with shrinkage being accompanied by
8 growth in the second dimension.

1 26. (New) The pressure sensitive label of claim 25 comprising a composite of
2 multiple layers, a polymeric film comprising one of said layers, said film being dimensionally
3 stable at temperatures below an onset temperature of at least about 75°C and being thermally
4 shrinkable only in said first direction with accompanying growth in said second direction when
5 heated to temperatures at or above said onset temperature;
6 indicia interposed between adjacent layers of said label, said indicia being
7 visible through a top surface layer of said label; and
8 a pressure sensitive adhesive defining the bottom surface of said label and
9 comprising another of said layers.

1 27. (New) The label of claim 26 wherein said film is polystyrene.

1 28. (New) The label of claim 26 wherein said film is selected from the group
2 consisting of polystyrene, polypropylene, polyethylene and polyester.

1 29. (New) The label of claim 26 wherein the thickness of said film is between about
2 0.01 to 0.05mm.

1 30. (New) The label of claim 29 wherein the thickness of said film is between about
2 0.02 to 0.04 mm.

1 31. (New) The label of claim 30 wherein the thickness of said film is about 0.03mm.

1 32. (New) The label of claim 26 wherein the stiffness of said film in one of said
2 directions as measured in accordance with TAPPI Paper Standard #T498 as modified by
3 FLEXcon test method #203 Test F17 is between about 1 to 20 grams.

1 33. (New) The label as claimed in claim 32 wherein said stiffness is between about 2
2 to 10 grams.

1 34. (New) The label of claim 26 wherein said indicia is printed on an upper surface of
2 said film.

1 35. (New) The label of claim 34 wherein said pressure sensitive adhesive is applied to
2 a lower surface of said film.

1 36. (New) The label of claims 34 or 35 wherein said indicia is covered by a
2 transparent second film adhered to said indicia by a second layer of pressure sensitive adhesive.

1 37. (New) The label of claim 36 wherein said second film is thermally shrinkable
2 only in said first direction with accompanying growth in said second direction at temperatures
3 above said onset temperature.

1 38. (New) The label of claim 36 wherein said first mentioned film and said second
2 film are formed from the same polymeric material.

1 39. (New) The label of claim 36 wherein the thickness of said first mentioned film is
2 greater than the thickness of said second film.

1 40. (New) The label of claim 26 further comprising an opaque layer adhered to the
2 upper surface of said pressure sensitive adhesive, said film being adhered to said opaque layer by
3 means of a transparent second pressure sensitive adhesive layer, with said indicia being
4 interposed between said opaque layer and said film.

1 41. (New) The label of claim 40 wherein said indicia is printed on a top surface of
2 said opaque later.

1 42. (New) The label of claim 40 wherein said indicia is printed on a bottom surface of
2 said film.

1 43. (New) The label of claim 26 wherein said film comprises the top layer of said
2 label.

1 44. (New) The label of claim 26 wherein said indicia is printed on a top surface of
2 said film, and wherein said indicia is covered by a transparent protective coating comprising the
3 top layer of said label.

1 45. (New) The pressure sensitive label of claim 26 wherein said polymeric film has a
2 relatively low residual shrink force as compared to that effecting primary shrinkage during label
3 application.

1 46. (New) The pressure sensitive label of claim 45 wherein said polymeric film undergoes
2 residual shrinkage of less than about 2% when heated to temperatures below said onset temperature.